

JAMAICA

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FOR IMMEDIATE RELEASE

NEW TOURISM AGENCY BOARDS CONVENE TO DISCUSS STRATEGY ON THE WAY FORWARD



Above left: Hon. Edmund Bartlett, Minister of Tourism (left) in discussion with Jennifer Griffith, Permanent Secretary in the Ministry of Tourism, during a meeting of the board of the Tourism Enhancement Fund (TEF). Looking on is Dr. Carey Wallace, TEF Executive Director. **Above right:** Karron Benjamin, Interim General Manager at the Montego Bay Convention Centre updates members of the board.

MONTEGO BAY, JAMAICA – December 14, 2020 – The newly appointed board of directors of the island's leading tourism agencies: Jamaica Vacations Limited (JAMVAC), the Jamaica Tourist Board (JTB), Tourism Product Development Company (TPDCO), the Montego Bay Convention Centre (MBCC), and the Tourism Enhancement Fund (TEF) met recently at the Montego Bay Convention Centre. During this difficult period in global travel and tourism, the work of the various boards is even more critical as they provide oversight of these national agencies.

The directors bring a depth of experience and knowledge across the industry, and some serve on multiple boards which will streamline communications between the various entities. This spirit of collaboration and cooperation is crucial to ensure the resurgence and growth of the travel industry, driving destination recovery in a post-COVID era.

Tourism Minister Hon. Edmund Bartlett, who met with the members, thanked the outgoing executives for their leadership and urged the new executive teams to be bold and creative in their approach as they seek to build on the successes of the past directors.

The boards comprise a diverse range of individuals from tourism and allied industries and the directors have welcomed the charge given by the Minister of Tourism as they seek to chart a way forward for the sector. Hotelier and longstanding director Josef Forstmayr who was acknowledged for his service to the Board of the JTB says in preparing for the way forward, he will focus his efforts on assisting the JTB to position the destination correctly as a possible choice for the luxury traveler and luxury travel segment, which industry experts believe will be in great demand post-COVID.



Above left: John Lynch, JTB Board Chairman (right) in conversation with board directors Bertram Wright (left) of Jamaica Tours Limited and Fred Smith of Tropical Tours. **Above right:** JAMVAC Board Member Joy Roberts listens intently during the board's first meeting at the Montego Bay Convention Centre.

For more information about Jamaica, please visit www.visitjamaica.com.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

This year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the

World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. The Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 Destination of the Year for Sustainable Tourism. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at www.islandbuzzjamaica.com.

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